

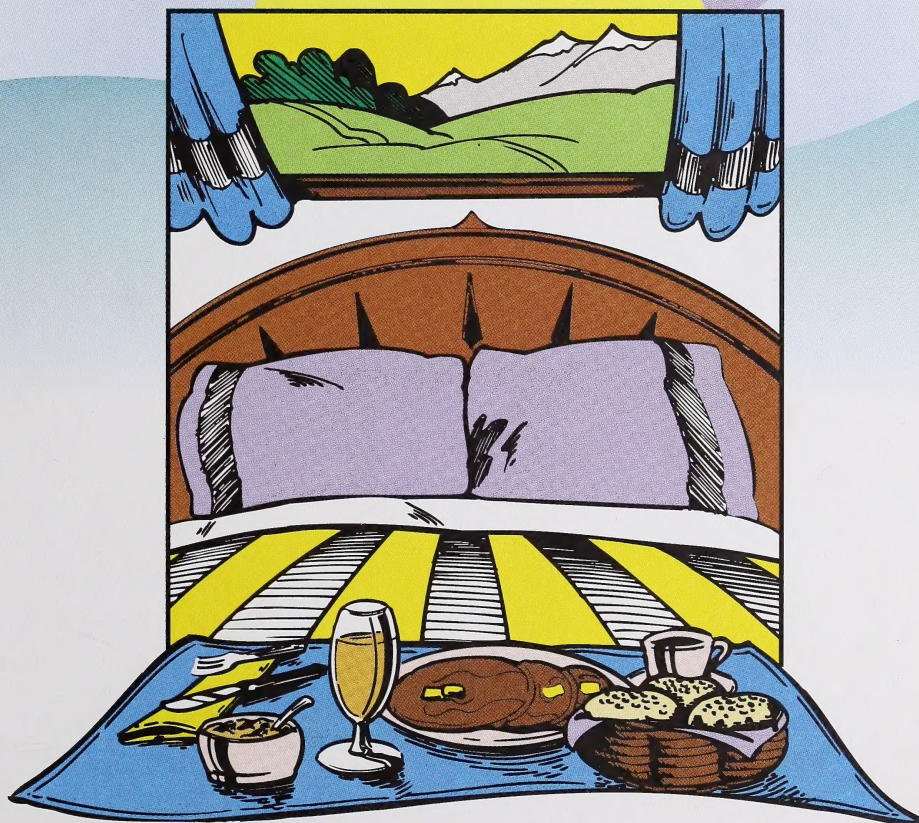
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Guidelines For Development And Operation of a

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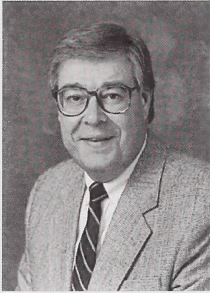
MAY 25 1994

Bed & Breakfast Home



in Alberta

Message From The Deputy Premier



As Deputy Premier and Minister responsible for Economic Development and Tourism in Alberta, I am pleased that you are interested in becoming a member of Alberta's vibrant tourism industry.

The operation of Bed & Breakfast (B&B) establishments has become an important part of Alberta's hospitality industry and is quickly gaining a reputation for excellence.

The attentive personal service and warm hospitality which B&B homes provide, is growing in popularity among the travelling public.

Anyone exploring the potential of establishing a B&B business will find this guide to be a valuable resource.

The initial section of the guide provides you with an opportunity to assess the merits of your home for commercial accommodation and offers some insight into the variety of services which will make your B&B operation a success.

The following sections deal with the development, administration, and operation of bed and breakfast homes. The final section contains a checklist of activities and an appendix with sample forms, brochures and useful contacts.

If you believe that your personality and home suits this type of opportunity, I encourage you to become a B&B host.

Community-based tourism initiatives offer a new world of opportunity to those willing to apply their talent and energies. Take up the challenge, become involved in this growing industry. For those with imagination and the desire to succeed, the possibilities are endless.

A handwritten signature in dark ink, reading "Ken Kowalski" with a stylized flourish at the end.

Ken Kowalski
Deputy Premier
Minister

Guidelines for the Development and Operation of a Bed & Breakfast Home in Alberta

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Introduction

This Manual has been prepared to provide prospective hosts with insight into the needs and expectations of visitors who seek bed and breakfast accommodation.

The Manual will assist prospective hosts to plan, develop, and operate a bed and breakfast business. It may also provide existing operators with ideas to improve various aspects of their operation.

Although the guidelines in the Manual are geared primarily towards individuals wishing to offer bed and breakfast in their home, various elements contained in these guidelines are also applicable to larger operations, including guesthomes and small country inns.

This Manual is not intended as a regulation. However, specific reference is made to regulations which may affect the operation of a bed and breakfast facility in Alberta.

Alberta Economic Development and Tourism will provide business counselling assistance to both existing and prospective hosts regarding all facets of a bed and breakfast operation. For more information regarding development of your facility, review of promotional strategy, brochure development, or explanation of any information contained in this Manual, please contact:

Alberta Economic Development and Tourism
6th Floor, Sterling Place
9940 - 106 Street
Edmonton, Alberta
T5K 2P6

Phone: (403) 427-3685

or

5th Floor
999 - 8th Street SW
Calgary, Alberta
T2R 1J5

Phone: (403) 297-6284

Part A:

Planning

I. Background

Although the option of staying in “Bed and Breakfast” accommodation has been available to Canadians travelling to other countries for quite some time, the origins of the bed and breakfast industry in Canada may be traced to Atlantic Canada, where its development was spurred by a shortage of available overnight commercial tourist accommodation.

The steady growth of the industry across Canada since 1980 indicates market demand for this type of accommodation is growing.

In fact, it is becoming more and more fashionable to stay in exclusive bed and breakfast establishments where attentive personal service and warm hospitality are combined to complement an enjoyable travel and vacation experience.

Hence, the appeal of “Bed and Breakfast” has spread to all segments of the marketplace: business travellers, vacationing couples, families, retired people, in fact everyone and anyone.

II. Interested in offering Bed and Breakfast?

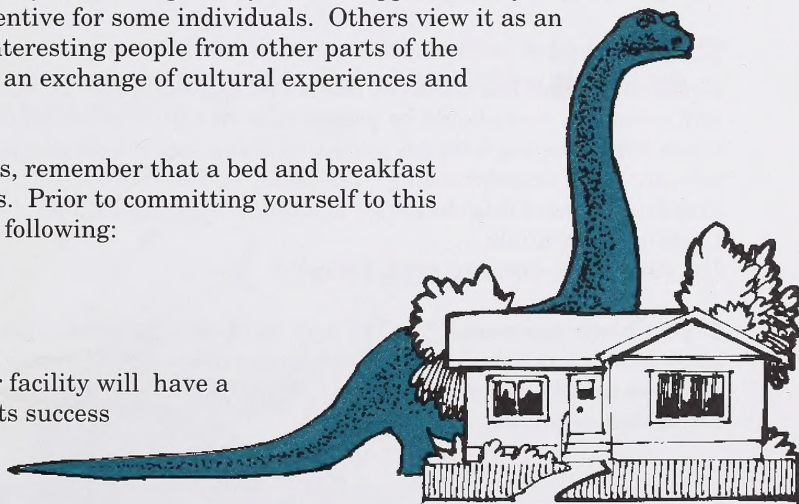
There are many reasons why people decide to operate a bed and breakfast facility. Certainly, the opportunity for making money and/or supplementary income is a strong incentive for some individuals. Others view it as an opportunity to meet interesting people from other parts of the world, and to share in an exchange of cultural experiences and information.

Whatever your reasons, remember that a bed and breakfast operation is a business. Prior to committing yourself to this business, consider the following:

II.1 Location

The location of your facility will have a direct bearing on its success as a bed and breakfast operation. The home

should be located within, or near a tourist attraction which already draws visitors, or in an area where demand for overnight accommodation cannot be met by existing commercial establishments (hotels/motels) on a year-round, or seasonal basis.



II.2 Time

Operating a bed and breakfast facility can be a full-time business. You must be prepared to:

- a) answer telephone inquiries at any time of the day;
- b) respond to mail inquiries and reply with confirming letters;
- c) prepare breakfasts, clean rooms and washrooms, wash linens, do maintenance;
- d) maintain your home (exterior and interior) in an attractive condition at all times;
- e) complete your other normal daily chores;
- f) do promotional work to publicize your business.

Do you have the Time?



II.3 Money

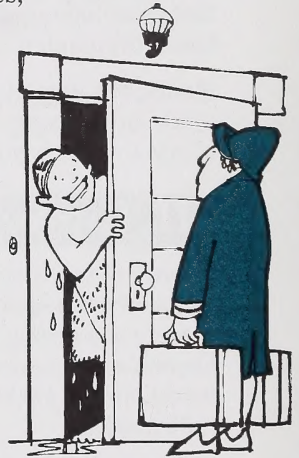
In adapting your home to receive guests, some renovations and general improvements may be required: new furniture; bedding, linens, towels; washroom amenities and furnishings; office supplies, stamps and stationery will have to be purchased; a promotional brochure should be printed; additional insurance coverage will likely have to be purchased.

Do you have the Money to get started?

II.4 Privacy

Opening your doors to strangers who are also paying guests will necessitate some realignment of your personal family habits. There will always be some intrusion on your privacy.

Are you prepared to give up some of your privacy?



II.5 People

Every individual has different needs and expectations. The bed and breakfast host should be prepared to recognize these differences when dealing with his guests, and exercise a high degree of tolerance and understanding. The conscientious host is always prepared to meet this challenge and enjoys dealing with all types of individuals.

Do you enjoy dealing with People?

If you have answered “no” to any of these questions, you may wish to reconsider or delay your decision to enter the bed and breakfast business, until such time as your situation changes.



III Calculating Start-up Costs and Operating Expenses

III.1 Start-up Costs

Many prospective hosts will feel that they can start operating immediately because they already can provide for all guest necessities. However, some renovation, redecorating, and/or other improvements may be required, particularly if the host wishes to create a unique atmosphere and provide a high degree of guest comfort. An outline of basic requirements is provided in PART B: THE DEVELOPMENT STAGE.

Prior to making a final decision about entering into the bed and breakfast business, prospective hosts should prepare an estimate of start-up costs, in order to determine whether the expense merits the effort. A sample cost estimate format is found in Figure 1.

III.2 Operating Expenses

Once the facility is ready for guest occupancy, the host will incur operating expenses which will vary with the number of guests accommodated. These will include:

- a. Food costs;
- b. Soaps, cleaners, detergents;
- c. Utilities (power, water, heat, telephone);
- d. Office supplies (postage, stationery);
- e. Maintenance;
- f. Miscellaneous expenses; and
- g. Labour.

Revenues in excess of expenses will become operating profits. It is important to make sure that all expenses are considered when establishing rates which will be charged for bed and breakfast.



Calculating Start-up Costs

FIGURE 1

Development Costs:

Renovations	\$ _____
Redecorations	\$ _____
Other Improvements	\$ _____

TOTAL	\$ _____	\$ _____
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Immediate Expenses:

Furniture/Beds	\$ _____
Fixtures/Furnishings	\$ _____
Linens/Bedding	\$ _____
Towels	\$ _____
Cutlery/Dishes	\$ _____
Office Equipment	\$ _____
Brochures	\$ _____
Interest on Improvement Loan	\$ _____
Advertising/Promotion	\$ _____
Permits	\$ _____
Insurance	\$ _____
Telephone	\$ _____
Miscellaneous Expenses	\$ _____

TOTAL	\$ _____	\$ _____
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TOTAL START-UP COSTS	\$ _____
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IV. Compliance with Provincial Regulations

Any individual who provides a combination of food and accommodation to the general public is obligated to comply with the following sanitation, food service and accommodation regulations under the Public Health Act.

a. Food Regulation (240/85)

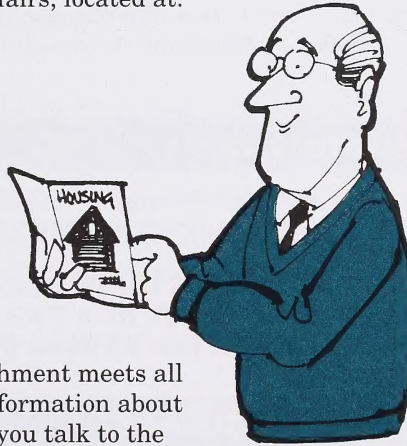
b. Housing Regulation (241/85)

Copies of these regulations may be obtained at minimal cost from the Queen's Printer Bookstore, Alberta Public Affairs, located at:

**11510 Kingsway Avenue
Edmonton, Alberta
T5G 2Y5
Telephone: 427-4952**

or

**Main Floor, McDougall Centre
455 - 6th Street SW
Calgary, Alberta
T2P 4E8
Telephone: 297-6251**



In order to ensure that your establishment meets all requirements, and to obtain exact information about regulations, it is recommended that you talk to the local health inspector in your area. To obtain the location of the nearest health unit in your area, please contact your municipal office.

V. Operating Permits

In order to ensure that your bed and breakfast facility operates within local bylaws and regulations, it is vitally important to contact the Municipal Planning and Building Department in your area and to enquire:

- a. Whether the operation of a bed and breakfast facility is allowed under existing zoning.
- b. Whether an operating or business permit is required.
- c. About existing municipal bylaws and regulations which would affect the operation of a bed and breakfast facility in your area.

Additional permits may be required for hosts located in National Parks. For more information, contact the applicable Park Administration Office.

VI. Insurance

All bed and breakfast hosts are urged to seek the advice and assistance of a competent insurance agent or broker. Adequate insurance coverage, particularly in the area of personal liability is a must.

Presuming that your home and personal property are already covered by a Homeowners' Policy, it is your responsibility to contact your insurer and advise them of your intention to provide bed and breakfast for paying guests. Request written confirmation that you have proper coverage.

As a general rule, Comprehensive Personal Liability Insurance (minimum one million dollars) should be maintained. It is important to remember that your insurance company is best qualified to determine the amount of coverage which should be maintained.

VII. Income Tax

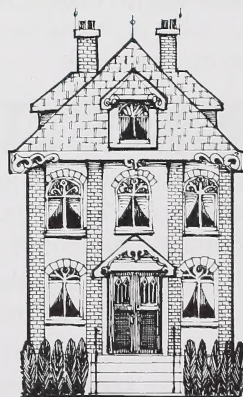
The Income Tax Act is extremely complex. Any change in the status of the family home through generation of income/expenses may impact on the individual host in a positive or negative manner.

IT IS IMPERATIVE THAT EACH INDIVIDUAL OPERATOR SEEK PROFESSIONAL ADVICE ABOUT HOW THE OPERATION OF A BED AND BREAKFAST HOME WILL AFFECT THEIR OWN UNIQUE STATUS.

VIII. Historic Homes

In some cases, where a host is considering establishing a bed and breakfast operation in a historic home or building, he/she may be eligible for financial assistance for restoration through the Historical Resources Foundation, Historic Resources Designation Program. To qualify, structures must be generally 50 years old, in the original context, and/or associated with an important aspect of Alberta's natural or human history and/or be of outstanding architectural merit.

For further information on the Designation Program, please contact the head of Resource Management Program, Alberta Community Development, 8820 - 112 Street, Edmonton, Alberta, T6G 2P8, or telephone (403) 431-2300.



IX. Hotel Tax

Hosts who operate a bed and breakfast facility which offers more than three bedrooms or accommodates more than three guests, may be required to collect a 5% hotel tax on each room rental as outlined in the Hotel Room Tax Act (1987).

Further information about the hotel tax and how it affects individual hosts may be obtained by contacting Alberta Treasury:

Edmonton Area 427-3044 Alberta Toll-free 1-800-262-9069

Part B:

Development

I. Location of Accommodation

Once you have determined the costs of operating a bed and breakfast home and decided to proceed, you are ready for the development stage.

Although any vacant bedroom(s) may be utilized, you should recognize the pros and cons of each location.

For example:

- a. If the home is a two-storey and the host's bedroom is on the ground floor, the second floor may be most desirable for guests' bedrooms. This ensures maximum privacy for both host and guest. Stairways, however, may be a problem for elderly guests.
- b. Basement suites, unless they are well-ventilated, have large windows, and form an integral part of the home, are less desirable locations.
- c. Ground-floor bedrooms offer the most desirable location for all types of guests.
- d. In rural areas where bed and breakfast is offered on a farm, ranch, or an acreage, accommodation may be located in a separate building. This would ensure complete privacy for both host and guest.

II. Location of Other Facilities

In addition to accommodation, the host should give due consideration to the availability and location of bathrooms, guest lounge area, dining area and overnight parking.

II.1 Bathrooms

Wherever possible, separate bathroom facilities should be provided for your guests' exclusive use. Where this is not possible, shared use of the host's bathroom is acceptable. A half-bath (sink & toilet) adjacent to the guest bedroom is another alternative. The host should remember that guests will still require the use of tub/shower facilities.

II.2 Guest Lounge Area

Although not an absolute necessity, it is advisable, wherever possible to set aside a designated lounge area for exclusive use of your guests. This can be developed in an adjacent vacant room, or other unused area.

II.3 Guest Dining Area

A separate dining area for breakfast is not required. If possible, breakfast should be served in the dining room rather than in the kitchen.

II.4 Guest Parking

Where parking is not allowed on the street, the host should make provision to allow for guest parking in his/her driveway, or garage.

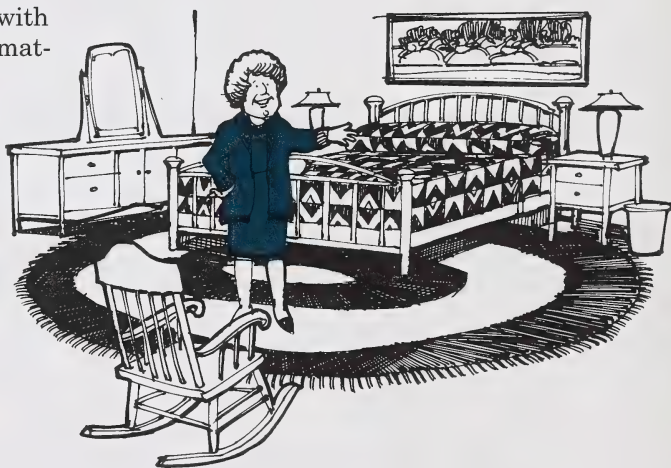
III. Furnishing the Bedroom(s)

Common sense and taste should dictate the quality and quantity of furnishings provided by the host in each room.

Depending on size and shape of the bedroom, the following furnishings should be provided as a minimum:

III.1 Furnishings

- a. One double or two single beds with good springs and inner spring mattress (it is advisable to shop around for a high quality mattress and springs as they provide for a good investment in the long run).
- b. One dresser.
- c. One or two bedside night tables.
- d. One or two easy chairs.
- e. Bedside rug (if floor is not carpeted).
- f. Mirror, fire-resistant waste basket, ashtray (if smoking permitted).
- g. Drapes, blinds or curtains for each window.
- h. Window screens.



- i. Clothes closet or coat rack with hangars.
- j. Adequate ceiling light and/or bedside lamp.
- k. Smoke detector.
- l. Interior door latch.

Additional, optional furnishings may include a desk and chair, color cable TV, clock radio, alarm clock, air conditioning, child's crib or cot, or anything which will enhance guest comfort.

III.2 Bedding, Linens, Towels

Color co-ordination and good quality linens and supplies, although not an absolute necessity, are desirable as they create the "homey" atmosphere which differentiates a bed and breakfast operation from commercial tourist establishments.

The following minimum supplies should be provided for each bed:

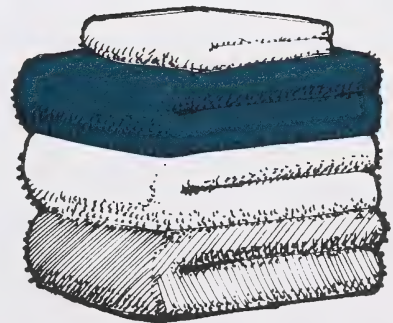
- a. Mattress cover or pad.
- b. One pillow with pillow case per person.
- c. One top and one bottom sheet (bottom sheets may be fitted, although these may be awkward for folding and storage).
- d. One blanket or comforter.
- e. Bedspread (may not be required if a comforter is used).
- f. One complete set of reserve linen is recommended for each bed.
- g. Additional pillows and blankets should be made available to guests in a central storage area or in bedroom closet.
- h. One complete set of towels (three sizes) and bathmat.

When purchasing linens, the host may wish to investigate the cost and availability of "percale". These linens, which are normally found in the better department stores and specialty shops are of very high quality and durability.

Although more expensive, this closely-woven cloth maintains its crispness and fresh look during its entire lifespan.

Regardless of the type of linens purchased, poly-cotton, perma-press sheets are strongly recommended.

Similarly with towels, fluffy oversized bath towels provide added comfort and convenience.



IV. Furnishing other Facilities

IV.1 The Bathroom

Where space permits, guest towels may be placed in the bedroom, bathroom, closet, or on a storage rack. A hamper or bin for used towels should also be placed in the bathroom.

Other considerations include:

- a. Treating your tub with a non-slip chemical or providing a rubber shower mat.
- b. Utilizing a better quality synthetic cloth shower curtain which can be washed in a machine. These are more durable and easier to maintain than plastic ones.
- c. Providing an adequate-size mirror, sufficient bathroom tissue, facial tissues, waste basket, shampoo and other amenities.
- d. In order to eliminate health hazards, fresh soap should be provided to each guest or family. As a cost-saving measure, the host may wish to consider the use of miniature soap bars, or provide liquid soap.

IV.2 Guest Lounge Area

A guest lounge area, if available, can improve guest comfort without encroaching upon host privacy. In addition to a sofa, an armchair and coffee table, the lounge could include:

- a. A selection of magazines, books, tourist brochures and promotional literature;
- b. Television set, radio; (a telephone is not recommended unless you are prepared to pay for unauthorized long distance calls);
- c. Playing cards/games;
- d. A hot beverage station consisting of tea kettle, cups, instant coffee, tea bags, powdered hot chocolate, powdered cream, glasses;
- e. Writing desk and chair;
- f. Small library of popular paper backs/magazines.



IV.3 Dining Room

As stated earlier, it is preferable to serve breakfast to your guests in the dining room rather than at the kitchen table. This helps your guests feel like they are special, while at the same time, keeping them distant from food odors and clattering in the kitchen.

As an added touch, the dining room table setting could include:

- a. Tablecloth with color co-ordinated napkins.
- b. Fresh cut flowers in vase (in season) as a centrepiece.
- c. Sugar bowl, creamer, salt & pepper shakers.
- d. Glasses, cups, cutlery and dishes.

The host may also wish to consider the possibility of setting aside a complete matching set of dishes for the exclusive use of his guests.



IV.4 Guest Parking

Parking should be available for guests. During winter months, it is advisable to arrange for plug-ins for vehicles.

IV.5 Exterior Appearance

Maintain a clean and neat appearance to your building and grounds. Grass should be trimmed on a regular basis, and debris regularly removed. During winter keep driveways and sidewalks free of ice and snow.

Your address should be clearly visible, and illuminated at night.

Part C:

Administration

I. Procedures and Policies

Prior to accepting your first reservation, develop basic administrative procedures.

I.1 Operating Policies

Careful consideration must be given in determining:

a. Rates

The rates should take into account all your costs for supplies for cleaning rooms, replacement of worn-out furnishings and food costs. Consider the cost of your labor related to the operation, promotion and administration of your facility.

Remember that the rate you charge should represent “fair value for the dollar”. The location and quality of accommodation and services you provide, will have a strong bearing on the rates visitors will pay.

As a rule of thumb, you can probably set a rate somewhere between what a small motel and a large hotel in your area are charging. Check around with other operators in Alberta and determine the average current rate for bed and breakfast.

b. Deposit/Cancellation/Refund Policy

The standard is to request a one-night's deposit at the time reservations are made. Confirmation is mailed only upon receipt of the deposit.

Have a policy related to refunding in cases where cancellations are made. Most hotels and motels will refund deposits if cancellations are received up to 48-hours prior to arrival date. In determining your policy, bear in mind that your ability to re-rent cancelled accommodation decreases as you get closer to that date.

Ensure that your policy is understood by all guests, clearly outline it on your registration confirmation form. An example of a refund policy is outlined on the confirmation form included in Appendix “A”.

To avoid your American clients having to pay handling fees many banking institutions in the USA charge for cheques drawn on a Canadian Bank, refunds to them should be made via money order, in U.S. funds.

c. Handling Long Distance Calls

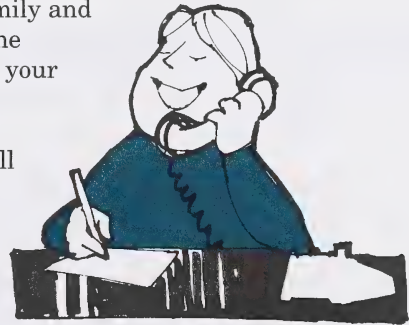
Charges for long distance calls are normally paid for by the caller. Remember, however, responses to messages from prospective guests will result in charges to you, the host. With this in mind, try to advise callers that all messages will be returned on a “collect call” basis.

I.2 Reservations Requests

Reservation requests will arrive either by telephone or through the mail.

Restrict family use of your reservation telephone line. It may be worthwhile to install an additional telephone for family and personal needs. Consider the purchase of a telephone answering/message machine to cover for you during your absence.

Experience has shown that most individuals who call for reservations expect to get through on the first or second attempt and few will continue trying. Others resent telephone answering machines and are reluctant to leave a message.



The best solution to the problem is to ensure that telephone lines are kept open and that someone is available to provide information and take reservations, at least during normal business hours.

I.3 Handling Reservations

All enquires for reservations should be handled in a professional manner. Copies of all forms referred to below may be found in Appendix “A”.

a. Telephone Reservation Request

This form outlines the type of information that you require from anyone wishing to make a reservation over the telephone. Advise callers that reservations will be confirmed after you receive their deposit. Set a date by which the deposit has to be in your hands (i.e. within 14 days).

b. Deposit Receipt/Reservation Confirmation

Once you receive the deposit, prepare a confirmation and forward it to the guest. Keep a copy for your records. Ensure the deposit/cancellation/refund policy is clear on this form.

Staple your copy to the original reservation request form.

ALL RESERVATION REQUESTS SHOULD BE RESPONDED TO IMMEDIATELY.

Some type of map, indicating your location, should always be enclosed with your confirmation. Include other brochures and pamphlets about events, attractions and tourist facilities in your area. Your local Chamber of Commerce and/or nearest tourist information centre can supply this information.

c. Tracking Reservations

Enter all reservations in a calendar date book or calendar page such as outlined in Appendix (A).

Where more than one room is available, divide your calendar into the desired number of spaces and indicate the type of bedding available in each room.

Once a host has committed a room, the visitor's name is entered in pencil in the appropriate space. When you receive a deposit the guest's name may be entered in ink, or the letter "D" for "Deposit" placed in the space.

A one-page/month calendar enables the host to see, at a glance, what reservations are expected (See Appendix "A").

II. Office Equipment and Supplies

Keep a supply of stationery items, such as receipt books and postage stamps on hand. Consider purchasing a typewriter to give your correspondence a professional look.

III. Bookkeeping/Accounting

For income tax purposes, maintain a record of all transactions related to your operation.

Contact an accountant and develop a simple accounting procedure which will make year-end calculations easy.

Additional bookkeeping information may be obtained by contacting a business counselor in the Small Business Development Branch of Alberta Economic Development and Tourism Office (see Appendix "B").



Part D:

Operation

I. Open For Business

Now that you have completed your planning, developed your accommodation and facilities, and have your administrative procedures in place, you are ready to open your doors to your first guests.

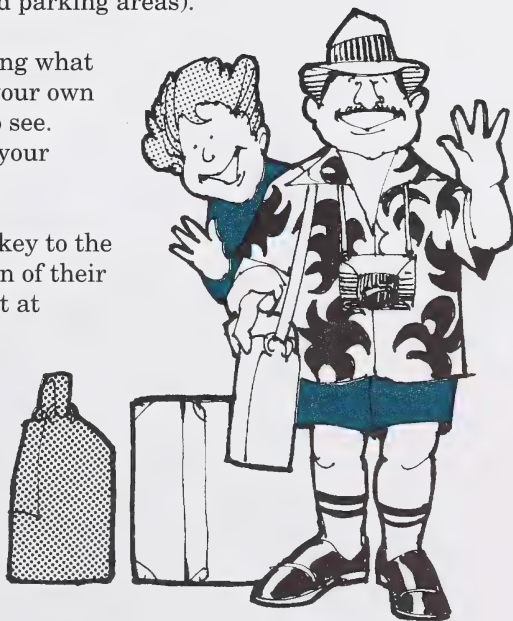
II. Welcoming Your Guests

Arrival time is specified on the reservation form, so ensure that everything is ready for the guest's arrival.

Take the time to welcome your guests upon their arrival. Enquire about your brochure and other information to get feedback as to whether it was helpful. Escort your guests to their bedroom, and provide assistance with their luggage.

Invite your guests into your living room following their "settling-in period", and offer them a complementary beverage such as coffee or tea. This casual meeting will allow you to:

- a. **Answer any questions** regarding directions, attractions, events, etc... in your area.
- b. **Discuss breakfast hours.** If you provide a choice of breakfast items, this will be a good time to ask your guests what they prefer.
- c. **Discuss house rules** (eg. smoking and parking areas).
- d. **Find out about guest plans.** Knowing what their plans are will allow you to plan your own time. Make suggestions about what to see. Always have someone available while your guests are in your home.
- e. **Explain your key policy.** Provide a key to the front door to the guests for the duration of their stay. This allows freedom of movement at minimum inconvenience.
- f. **Register your guest.** For the protection of the host, all guests should register upon arrival. Registration should include name and address of party, car licence number, and dates of stay. A simple guest register can be a guest book like those commonly used at social functions. These books are available at most card or gift stores.



III. Breakfast

Be creative in the planning and development of breakfast menus. Eggs may be served in a variety of ways. Croissants, muffins, and bread rolls substitute nicely for standard toast. A variety of home baked goods, and homemade preserves also provide a nice touch.

Garnish the main course with slices of fresh fruit or vegetables to provide color and fill the plate. It is better to charge a little more and provide a quality breakfast, than to skimp and disappoint your guests.

A variety of breakfast menus and ideas may be found in cookbooks. Some are specially developed for small country inns and bed and breakfast operations. Browse through a bookstore or library to obtain new ideas.

III.1 Serving Breakfast

Take care to create a pleasant breakfast environment for your guests.

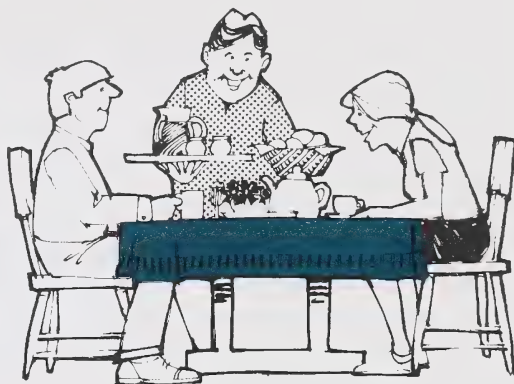
Serve breakfast in the dining room, not in the kitchen. Unless invited by the guests, neither the host nor his/her family should eat with the guests. It is acceptable to join guests for coffee or tea once the main meal is concluded.

The table should be set with a nice cloth and napkins, and your best china and flatware. Freshly-cut flowers from your garden, and crystal glasses or goblets for juice, provide an elegant touch to any morning meal.

Breakfast may be served by preparing individual portions for each guest or by letting the guests serve themselves, country style, from dishes centrally-placed on the table.

Which ever method the host prefers, ample coffee and/or tea should always be available.

Where more than one group of guests share the breakfast table, the host should take the time to introduce everyone.



III.2 Breakfast in Bed

Provide the option of breakfast in bed to guests celebrating special occasions.

A special menu should be prepared, which allows for easy serving and eating from trays. Continental breakfasts, for example, are easier to manage in bed than a hot meal of eggs and bacon.

Consider that accidents will occur and permanent food stains may result to comforters, blankets, or carpets.



IV. Housekeeping

Standard housekeeping procedures should be followed in cleaning bedrooms and making-up beds.

Fresh bedding and linens should always be provided after guest checkout or every few days if the guests' stay is for an extended period. Basic housekeeping should always be provided daily.

a. Making The Bed

- i. Strip and "shake-out" all bed linens to ensure no valuables are left behind by guests.
- ii. Replace mattress pad if badly soiled or stained.
- iii. Spread bottom sheet over pad and smooth it out, tucking both sides under mattress. If fitted sheets are not being used, - allow bottom of the sheet to hang free over the foot of the bed.
- iv. Spread top sheet, making sure it is centered and that you will have at least 20 centimetres to overlap blankets at head.
- v. Tuck sheet and blankets together under mattress at foot of bed only, making neat "hospital" corners and leave the sides to hang.
- vi. **NEVER TUCK TOP SHEET UNDER MATTRESS AT SIDES** because the bottom sheet will come loose when the guest pulls down the top sheet and blanket to get into bed.
- vii. Replace pillow cases; - place pillow on bed with open ends toward the outside.
- viii. Cover bed with a clean bedspread or comforter, which should hang evenly around the bed.



b. Dusting - Dust build-up can become a serious problem. Dust all woodwork and furniture, picture frames, window sills, clothes rack and shelving, heating/air conditioning units, vents, and other furnishings.

c. Vacuuming - Vacuum all carpeted areas. Hardwood floors should be dry-mopped.

d. Furnishings

- i. Wash all ashtrays
- ii. Empty waste basket
- iii. Discard disposable items
- iv. Replenish glasses
- v. Replace burnt-out light bulbs
- vi. Arrange any literature/stationery supplied in drawers
- vii. Adjust curtains/drapes

- viii. Check for proper mechanical function of all items provided
- ix. Replace all used towelling

e. One Last Look

- After room is cleaned, stand at the door a second, and take a good look around. Correct any discrepancies. Deodorize each room.

f. Personal Belongings Left Behind

- In order to ensure that no personal belongings were left behind by departing guest,

CHECK: Under beds; inside all drawers; backside of washroom door; and bathroom cabinets.

Make arrangements to return all such items to the guest.

g. Extending Mattress Life

- To ensure a longer mattress life, turn mattress over two to three times per year.

V. Cleaning The Bathroom

It is important from the health standpoint that bathrooms are kept clean and sanitary at all times. Due to humidity, unsanitary bathrooms quickly become a breeding ground for germs and other harmful bacteria. The following cleaning procedures should be followed on a regular basis:

- a. The toilet bowl should shine clean with absolutely no sign of staining; place small amounts of bowl cleaner on swab and clean inside of bowl; let the cleaner stay on for awhile before flushing. Wipe outside of bowl with clean sanitized cloth.
- b. Sanitize toilet seat, check to ensure that it is not loose—if so, tighten bolts.
- c. Bathtubs/showers, washbasins and tiles should be cleaned and wiped dry with a sanitized cloth; all chrome should be polished.
- d. Check and wipe dry inside shower curtain to remove any buildup of soap and stains.
- e. Clean and polish mirrors, vanity top and under rim of washbasin (if not encased).
- f. Arrange clean towels, washcloths, bath mat and soap.
- g. Check and refill facial tissue and toilet tissue dispensers.
- h. Wash bathroom floor.



VI. General Sanitation

Ensure cleanliness and sanitation throughout the home.

Develop and maintain high standards of sanitation in the handling and preparation of food. For more information regarding food sanitation, contact your local Health Unit.

VII. Guest Check -Out

Prior to guest departure, take the time to:

- a. Thank the guests for selecting your facility, and request them to sign the Guest Comment Book. This should be displayed in the guest lounge area, or be visible in the guest's bedroom.
- b. Invite the guests to stay with you again on subsequent visits to the area, and provide one or two brochures to pass on to their friends.
- c. Collect any amount still owing for the accommodation and provide a receipt.



Part E:

Promoting Your Facility

If the public does not know that your facility exists, there will be little demand for your accommodation. Creating public awareness and demand for your product involves commitment to a promotional strategy, and some hard work especially in the initial years. Careful thought should be given to the development of a descriptive promotional brochure, and the implementation of a promotional strategy which is realistic and cost-effective.

I. Brochure Development

A brochure advertising your operation will be the most important promotional item you can use to build awareness of your bed and breakfast operation.

Obtain as many brochures as possible from other bed and breakfast operators, particularly those nearby. A sample brochure has been included in Appendix "A".

The brochure that you develop should be as informative as possible, without appearing cluttered and distracting. As your major selling tool, the brochure should contain all the information about your facility that a guest requires in order to make an informed decision to stay with you.

As a general rule, the basic brochure should contain:

- a. Address of facility and names of hosts;
- b. Details about facilities and rates; and,
- c. Reservation form.

In addition to the above, the brochure can contain:

- a. List of attractions nearby;
- b. Brief history of area;
- c. Brief history of your home, if relevant;
- d. Excerpts of favourable comments from your guest book;
- e. Addresses of Visitors' Bureaus (where more information may be obtained about attractions in your area); and,
- f. Map of your location.

With a little research and effort, most hosts should be capable of developing a brochure which is both economical and effective. Consider, for a minute, the sample brochure developed in Appendix "A".

TRAVEL INFO



This brochure has been developed on a standard 8 1/2 x 11 inch sheet of paper. Printing is on both sides, and it is designed to be folded each side towards the centre, so that the finished product easily fits into a standard #10 envelope.

The front page is designed as a “lure”, and in this case, has an artist’s sketch of the home. A bouquet of flowers, or any other subject could be used as an alternative.

An outline of guest services and facilities, attractions, and a reservation card is also included in the brochure, along with a location map.

This brochure is only one possible lay-out. Develop whatever format you feel maximizes the effectiveness of your message.

Printing costs will vary with the quality of paper and type of printing. The most economical method involves simple photocopying of the original lay-out. Visit one of the many “quick print” stores located in most major centres, and ask for samples of paper and colors.

II. How To Promote Your Facility

The success or failure of many businesses is often linked to the operators promotional effort. Give careful consideration to the development and implementation of a promotional strategy which is realistic in terms of costs, time available, and overall attainability.

The following outline will provide ideas for a promotional strategy:

II.1 Join Your Regional Tourism Zone

There are fourteen Regional Tourism Zones in Alberta, each charged with the responsibility of promoting facilities, attractions and events within its boundaries. Tourism Zones publish promotional literature such as tour books, maps and other brochures, and operate a network of information centres in many locations.

Membership in a Tourism Zone will allow you to advertise in the Zone’s promotional publications, and display brochures in information centres.

The host should also visit as many information booths as possible. Ensure information staff are aware of your facility, and that an adequate supply of your brochures are prominently displayed.

A list of Regional Tourism Zones is enclosed in Appendix “B”.

II.2 Join Your Local Chamber of Commerce

Membership in the local Chamber of Commerce will provide another opportunity to promote your operation.

In addition to allowing brochure display in their offices, many Chambers of Commerce will enclose member brochures as part of mail-outs in response to area information requests.

II.3 Create Local Awareness

Make everyone living in your area aware that you are offering bed and breakfast. This can be an excellent source of referral business, particularly in smaller communities.

Visit service stations, stores, shops and other businesses in the community and request their permission to display your brochures.

A short press release outlining your entry into the bed and breakfast business, plus a brochure, should be mailed to your local newspaper. Some regional and local papers may wish to do a human interest feature about your facility and provide you with free local publicity. Guidelines for developing a news release are included at the end of this section.

II.4 Listings in Bed and Breakfast Guides

One of the best ways to reach the consumer is to advertise in a publication which is specifically geared to the interests of that market.

As an example, there are several directories of bed and breakfast hosts in Canada. Copies may be found in a local library or in the travel section of most bookstores. For your convenience the names and addresses of two Canadian directories are listed in Appendix "C".

Contact the author of the directory to request more information about costs of being included in future editions of these publications.

II.5 Listing in The Alberta Accommodation Guide

Another good way to promote your B & B is through a listing in the Alberta Accommodation Guide.

This publication is produced annually by The Alberta Hotel Association (AHA), and lists visitor accommodation throughout Alberta which meets pre-determined standards. One section of the Guide is dedicated to listings of B & B hosts and reservation agencies in Alberta. Additional advertising space may also be purchased in the Guide.

The Guide is distributed by the Government of Alberta worldwide, and through the network of tourist information centres operated by the regional tourism zones throughout Alberta.

To obtain more information about listing requirements and costs, contact the AHA at Suite 401, 5241 Calgary Trail Southbound, Edmonton T6H 5G8, Tel: 436-6112, or Suite 102A, 9705 Horton Road SW, Calgary T2V 2X5, Tel: 253-3755

The Guide will also provide you with a good idea about the number of hosts in your area, the facilities they offer, and the rates they charge. To obtain a copy of the Guide, please contact the AHA or your regional tourism zone office (see Appendix B).

11.6 Participation in Community Events

Keep abreast of activities and events in the community, particularly where these activities generate visitor traffic into the area.

If, for example, an annual sporting event takes place in the community, contact the organizers and request that your facility be listed in their promotional literature as alternate accommodation.

11.7 Advertising

Advertising can be a very effective medium in creating awareness among buyers. Remember that advertising is only one of the tools at your disposal. In order to be effective, it should be used in support of other promotional efforts.

Note that one or two well-placed ads may be more effective than a multitude of scattered ads in a variety of publications. Prime consideration should be given to advertising in publications which a visitor to the area would consider while looking for overnight accommodation. Regional Tourism Zone publications and bed and breakfast directories will provide numerous opportunities to promote a bed and breakfast facility. Consider a listing under "Tourist Accommodation" in the Yellow Pages Telephone Directory.

Remember not to go overboard, nor spend a lot of money, without first giving careful consideration to the potential benefits of the ad.

III. Developing A Referral Network

In some communities, bed and breakfast hosts have found it useful to band together for the purpose of joint promotion of the facilities in their area. This involves development of a common brochure which gives a brief description of the facilities provided by each member-host and their mailing address and phone number. This allows for sharing some of the promotional efforts and associated costs.

A sample brochure promoting a referral network is enclosed in Appendix "A".

IV. Joining A Bed and Breakfast Agency

Another alternative is to join an established bed and breakfast agency. A list of agencies operating in Alberta is included in Appendix "B".

By joining an agency, you agree to pay a registration and/or an annual fee and the agency agrees to send guests to your home. You also agree to pay a commission to the agency for the duration of each reservation made.

Agency affiliation eliminates the need for a brochure, individual promotional efforts, and most of the administrative procedures. These costs then become the responsibility of the agency, and are covered by the registration fee, annual fee and commissions.

Carefully consider the pros/cons of joining an agency, based on such factors as:

- a. Is the agency actively involved in promoting its services to the travelling public? Is the agency involved in promoting the availability of Bed and Breakfast in your area?
- b. Does the agency have its own brochure and other promotional literature?
- c. Does the agency have demand for accommodation in your area?
- d. Are the costs of joining justified when compared to operating on one's own?
- e. Will the savings in dollars, and personal time, justify the agency's membership fees?

V. How To Develop A News Release

The news release is the most common and effective method of publicizing activities and events. It is also the best way of obtaining free publicity. local newspapers, radio and television stations, are always looking for good community news stories. First make sure you have a newsworthy story to tell (i.e. the opening of your bed and breakfast). Do not attempt to generate interest in a non-event, one that is of only limited interest to the general public.

To compose the news release use the inverted pyramid style, putting the essential facts first. The who, what, where, when, why and how questions should be answered in the first sentence or paragraph. Then give background information in descending order of importance. This will allow the editor to cut the story if necessary, without losing the basic facts.

Keep your release simple, direct and clear. Keep paragraphs short. Check the accuracy of all names, dates, numbers, and facts used. In larger centres journalists will rewrite your story into a news format. However, if you know that your story will be printed directly in the newspaper as you have written it, (certainly the case in many smaller communities) write the release more like a news story. Start with a 'catch' sentence to generate interest in the rest of the story.

Type your news release, double-spaced with generous margins, on standard, white 8 1/2 x 11" typing paper. Put '-30-' at the end. It is a convention used to indicate the end of a story.

A news release is of little use unless you distribute it effectively. They can be mailed, faxed, or hand-delivered to establish personal contact. Keep your media mailing list up-to-date at all times with the names of the editor or reporter most likely to be interested in your story. A personally addressed envelope will ensure your news story reaches the correct journalist.

If you send your news release to more than one person at the same paper, indicate this on a note attached to the release - or write at the bottom of the page the names of others also receiving the story.

Submit clear, crisp, 5 x 7 or 8 x 10 glossy, black and white photographs with your release. Always write a caption, taped to the back, for every photo you send.

Part F:

Activities Checklist

The following checklist will provide a summary outline of activities which should be undertaken during both the planning and development stage, as well as during the operating stage, from receipt of reservations to the time that guests check out.

Planning and Development Checklist

- ☐ Enquire about municipal zoning, permits and insurance
- ☐ Determine costs of development, furnishings, and start-up
- ☐ Set target date for opening
- ☐ Make necessary improvements and renovations
- ☐ Acquire furnishings
- ☐ Arrange to secure proper insurance coverage
- ☐ Develop brochure
- ☐ Develop administrative procedures and forms
- ☐ Start promoting your facility

Administrative and Operations Checklist

- ☐ Receive reservation requests
- ☐ Determine availability of accommodation
- ☐ Request deposit(s)
- ☐ Send confirmation and receipt(s)
- ☐ Register guests upon arrival
- ☐ Collect payment from guest(s)
- ☐ Provide general orientation
- ☐ Perform housekeeping
- ☐ Serve breakfast
- ☐ Check-out your guests
- ☐ Ask for repeat/referral business
- ☐ Prepare room for next guest(s)
- ☐ Continue promoting your facility.

Appendix A

Sample Forms

DEPOSIT RECEIPT & RESERVATION _____ 30

TELEPHONE RESERVATION REQUEST _____ 31

RESERVATION SHEETS _____ 32 & 33

SAMPLE BROCHURES _____ 34, 35 & 36

DEPOSIT RECEIPT & RESERVATION CONFIRMATION

TO: _____ DATE: _____

We are pleased to confirm receipt of your deposit in the amount of \$ _____
to cover the following reservation:

ARRIVAL DATE	TIME:
DEPARTURE DATE:	TIME:
TYPE OF ROOM:	# OF PERSONS:
DAILY RATE INCLUDING BREAKFAST: \$	
TOTAL COST OF ACCOMODATIONS: \$	X
MINUS DEPOSIT:	= \$
AMOUNT DUE ON ARRIVAL:	\$

OTHER ARRANGEMENTS AND REQUIREMENTS:

DEPOSIT REFUND POLICY:

- * Full refund up to 14 days before arrival date
- * Full refund minus \$10.00 administration fee up to 7 days before arrival date
- * No refund if cancelled less than 7 days before arrival date

Host's Name

Address

Phone

TELEPHONE RESERVATION REQUEST

NAME: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ CODE: _____

PHONE: _____

ARRIVAL DATE: _____ TIME: _____ VIA: _____

DEPARTURE DATE: _____ TIME: _____ VIA: _____

TYPE OF BEDROOM: _____ NO. OF PERSONS: _____

RATE QUOTED: _____ DEPOSIT REQUESTED (DATE): _____

AMOUNT OF DEPOSIT _____ DATE RECEIVED: _____

CONFIRMATION MAILED (DATE): _____

SPECIAL REQUIREMENTS & ARRANGEMENTS _____

RESERVATION SHEET

MONTH:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

RESERVATION SHEET

MONTH: AUGUST, 1994

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5	6
ROOM 1 2.5 BEDS		D JOHNSON 2 PERS.	D JOHNSON				D TAYLOR 1 PERS. (OTTAWA)
ROOM 2 1 D BED				A. SMITH 2 PERS. (VANCOUVER)	SMITH	SMITH	SMITH
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	7	8	9	10	11	12	13
ROOM 1 2.5 BEDS	D TAYLOR	D TAYLOR	D TAYLOR	D TAYLOR			
ROOM 2 1 D BED			WASLYK 2 PERS. (MONTREAL)	WASLYK		CHAN 2 PERS. (HONG KONG)	CHAN
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	14	15	16	17	18	19	20
ROOM 1 2.5 BEDS	AGRES 1 PERS. (HULL)	AGRES		D CHORNEY 1 PERS. (CALGARY)			
ROOM 2 1 D BED				D SLYKA 2 PERS. (DETROIT)	D SLYKA	D SLYKA	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	21	22	23	24	25	26	27
ROOM 1 2.5 BEDS	D LYON 2 PERS. (PARIS)	D LYON	D LYON	D LYON	D LYON		
ROOM 2 1 D BED			TAYLOR 1 PERS. (VICTORIA)			D JOHNSON 2 PERS. (VANCOUVER)	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	28	29	30	31			
ROOM 1 2.5 BEDS	D PARADIS	D PARADIS	D PARADIS				
ROOM 2 1 D BED		GOLDMAN 1 PERS. (NEW YORK)					

Front of Brochure

Reservation Request

(Please Print)

Name _____

Address _____

Postal/Zip code _____

Telephone - Home _____

- Bus. _____

Number of People _____

Room Preference _____

Twin Beds _____

Queen Bed _____

Arrival Date _____

Time _____ AM-PM

Departure Date _____

Time _____ AM-PM

Special Requirements

Conditions

This is a Reservation Request only. Your reservation will be confirmed only upon receipt of one night's deposit, subject to availability.

Please make cheques/money orders (in Canadian funds) payable to:

Reservations may also be made by telephone.

Cancellation/Deposit refund Policy

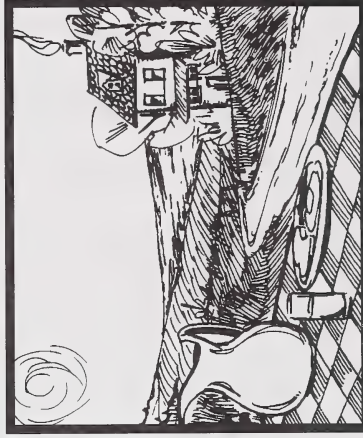
Full refund if cancelled 14 days prior to arrival date.

Full refund less \$10.00 administrative fee if cancelled up to 7 days prior to arrival date.

No refunds if cancelled less than 7 days prior to arrival date.

Please return completed reservation request to:

Bettys Bed & Breakfast


John & Betty Millere
Telephone:

Bedroom Accommodation

- Room One - with twin beds and private bath.
- Room Two - with queen size bed and fireplace. Full bathroom facilities adjacent.

Breakfast

Served 7:30 to 9:00 a.m. Daily

Breakfast Menu

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Coffee, Tea, Hot Chocolate
is always available in the
Guest Lounge area on a self-serve basis.

Rates (Canadian Funds)

\$ _____ Single Occupancy
\$ _____ Double Occupancy

Other services by prior arrangement and/or
additional cost;

- Babysitting
- Airport Pick-up
- City Tours
- Theatre & Special Event Tickets

Convenient Location

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Area Attractions

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

To obtain more information about attractions,
events and facilities in Alberta, please
contact:

Visitor Sales & Service
Alberta Economic Development and Tourism
P.O. Box 2500
Edmonton, Alberta
T5J 2Z4
Tel: 403-427-4321
1-800-661-5888 (Throughout North America)



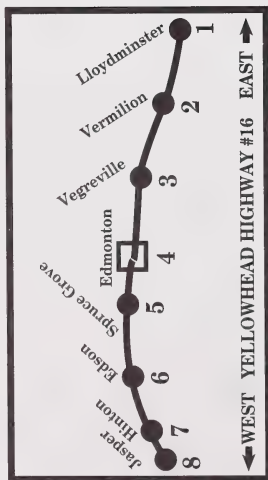
Enrich your Vacation Experience Through Bed & Breakfast

What is the Yellowhead B & B Network?

How to make a reservation

Conditions

Additional copies of this brochure may be obtained by contacting individual hosts directly, at address indicated in each listing.



Birchcliff Inn 8

Mountainview Ranch Bed & Breakfast 7

Hilltop Bed & Breakfast Inn 6

Silver Grove Inn 5

Berry's Bed & Breakfast Inn 4

Lakeside Lodge 3

Riverside Bed & Breakfast Inn 2

Whispering Pines Lodge 1

Yellowhead Bed & Breakfast Network



EDMONTON

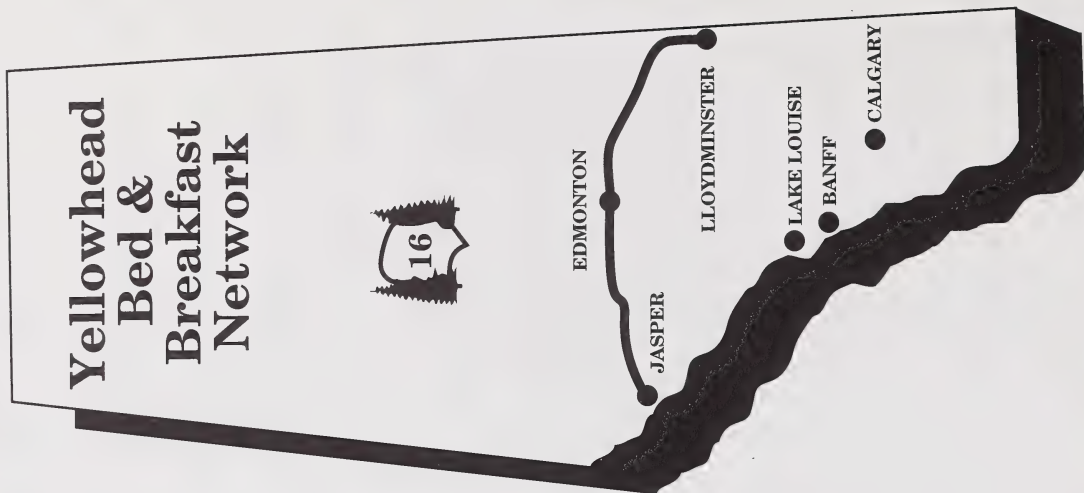
JASPER

LLOYDMINSTER

LAKE LOUISE

BANFF

CALGARY



Appendix B

Contacts

Alberta Economic Development and Tourism
Small Business Development Branch Offices _____ 38

Alberta Bed & Breakfast Agencies _____ 39

Alberta Regional Tourism Zone Offices _____ 40

Alberta Economic Development and Tourism Small Business Development Branch Offices

January 1994

6th Floor
9940 - 106 Street
Edmonton, Alberta
T5K 2P6
Ph. 427-3685

5th Floor
999 - 8th St. S.W.
Calgary, Alberta
T2R 1J5
Ph. 297-6284

5005 - 49 St.
Camrose, Alberta
T4V 1N5
Ph. 679-1235

Provincial Building
204, 111 - 54 Street
Edson, Alberta
T7E 1T2
Ph. 723-8229

Provincial Building
1401, 10320 - 99 Street
Grande Prairie, Alberta
T8V 6J4
Ph. 538-5230

Provincial Building
109, 346 - 3 St. SE
Medicine Hat, Alberta
T1A 0G6
Ph. 529-3630

10122 - 100 Street
Riverdrive Mall
Peace River, Alberta
T8S 1T4
Ph. 624-6113

Provincial Building
3rd Floor
4920 - 51 Street
Red Deer, Alberta
T4N 6K8
Ph. 340-5300

Provincial Building
412, 5025 - 49 Avenue
St. Paul, Alberta
T0A 3A0
Ph. 645-6358

416 Stafford Drive South
Lethbridge, Alberta
T1J 2A8
Ph. 381-5414

Alberta Bed & Breakfast Agencies

January 1994

Calgary Bed & Breakfast Association

1633 - 7A Street NW,

Calgary, Alberta

T2M 3K2

Telephone: 284-0010

Hosts in the City of Calgary
and surrounding area

Big Country Bed & Breakfast Agency

P.O. Box 1027,

Drumheller, Alberta

T0J 0Y0

Telephone: 533-2203

Hosts in the City of Drumheller
and east central Alberta

AHHA (Affiliated Holiday Home Agencies)

10808 - 54 Avenue,

Edmonton, Alberta

T6H 0T9

Telephone: 436-0649 or 436-4196

Hosts throughout Alberta and
Canada

Alberta's Gem B&B Reservation Agency

11216 - 48 Avenue,

Edmonton, Alberta

T6H 0C7

Telephone: 434-6098

Hosts throughout Alberta,
Western & Northern Canada,
and Alaska

Edmonton Bed & Breakfast

13824 110A Avenue,

Edmonton, Alberta

T5M 2M9

Telephone: 455-2297

Hosts in the City of Edmonton
and throughout Alberta

High Country Bed & Breakfast Association

P.O. Box 61,

Millarville, Alberta

T0L 1K0

Telephone: 931-3514

Hosts throughout southwestern
Alberta

Wild Rose Country Bed & Breakfast

RR #2,

Carstairs, Alberta

T0M 0N0

Telephone: 337-3192

Hosts throughout central
Alberta

Alberta Regional Tourism Zone Offices

January 1994

Zone 1	Chinook Country Tourist Association 2805 Scenic Drive, Lethbridge, Alberta. T1K 5B7	329 - 6777
Zone 2	South-East Alberta Travel & Convention Association P.O. Box 605, Medicine Hat, Alberta. T1A 7G5	527- 6422
Zone 3	Big Country Tourist Association P.O. Box 2308, Drumheller, Alberta. T0J 0Y0	823 - 5885
Zone 4	David Thompson Country Tourist Council 4836 Rose Street, Red Deer, Alberta. T4N 5E8	342 - 2032
Zone 5	Battle River Tourist Association P.O. Box 1515, Camrose, Alberta. T4V 1X4	672 - 8555
Zone 6	Lakeland Tourist Association P.O. Box 874, St. Paul, Alberta. T0A 3A0	645 - 2913
Zone 7	Evergreen Country Tourism Council P.O. Box 6007, Edson, Alberta. T7E 1T6	723 - 4711

Zone 8	Land of The Mighty Peace Tourist Association P.O. Box 6627, Peace River, Alberta. T8S 1S4	624 - 4042
Zone 9	Jasper Park Tourism and Commerce P.O. Box 98 Jasper, Alberta. T0E 1E0	852 - 3858
Zone 10	Calgary Convention & Visitors Bureau 237 - 8th Avenue SE, Calgary, Alberta. T2G 0K8	263 - 8510
Zone 11	Greater Edmonton Visitor & Convention Association Main Post Office Box 863, Edmonton, Alberta. T5J 2L8	449 - 1391
Zone 12	Banff/Lake Louise Tourism Bureau P.O. Box 1298, Banff, Alberta, T0L 0C0	762 - 0270
Zone 13	Game Country Tourism Association 9932 - 111 Ave Grande Prairie, Alberta T8V 4C3	539 - 4300
Zone 14	Midnight Twilight Tourist Association #1 Sturgeon Road, St. Albert, Alberta T8N 0E8	458 - 5600

Appendix C

Further Reading - Other Resources

Bed & Breakfast Travel Directories _____	43
Other Start - up Manuals _____	43
Bed & Breakfast Country Inn Cookbooks _____	44
Bed & Breakfast Newsletters _____	45
Bed & Breakfast Studies/ Reports _____	45

Further Reading- Other Resources

Bed & Breakfast Travel Directories

The following directories provide comprehensive listings of B & B hosts and country inn operators in Canada. Copies may normally be purchased in most bookstores in Alberta. These directories are updated periodically.

The Canadian Bed & Breakfast Guide by Gerda Pantel; published by Fitzhenry and Whiteside Ltd., 195 Allstate Parkway, Markham, Ontario. L3R 4T8; 1993, 388 pages. To obtain a listing application, write Gerda Pantel, 270 Juniper Avenue, Burlington, Ontario. L7L 2T3.

Fodor - Canada's Great Country Inns - The Best in Food and Lodging by Anita Stewart; published by Random House of Canada Ltd., 1265 Aerowood Drive, Mississauga, Ontario L4W 1B9; 1992, 233 pages.

Other Start-up Manuals

The following books and manuals can provide prospective hosts with comprehensive information about opening and operating a bed and breakfast or country inn.

Canadian Publications

Start and Run a Profitable Bed & Breakfast by Monica and Richard Taylor; published by Self Counsel Press, 1481 Charlotte Road, North Vancouver, British Columbia. V7J 1H1; second printing March 1993, 206 pages.

Bed and Breakfast - Questions and Answers by Gerda Pantel; available only from the author by writing Gerda Pantel, 270 Juniper Avenue, Burlington, Ontario L7L 2T3.

United States Publications

Bed & Breakfast Start-Up Manual, published by The American Entrepreneurs Association. Available only from Entrepreneurs Inc., 2392 Morse Avenue, Irvine, California 92714; 1989, 262 pages. Phone orders call (714) 261-2325.

How to Open (and Successfully Operate) a Country Inn by Karen L. Etsell with Elaine C. Brennan; published by The Berkshire Traveller Press, Stockbridge, Massachusetts 01262; 1983, 218 pages.

So You Want to be an Innkeeper by Mary E. Davis, Pat Hardy, JoAnn M. Bell, and Susan Brown; published by 101 Productions, 834 Mission Street, San Francisco, California 94103; 1985, 218 pages.

How to Open and Operate a Bed and Breakfast Home - An Unabridged Guide by Jan Stankus; published by The Globe Pequot Press, 138 West Main Street, Chester, Connecticut 06412; third printing 1987, 290 pages.

B&B/ Country Inn Cookbooks

Country Inns and Back Roads Cookbook

Country Inn Cookbook

Treasured Recipes of Country Inns

Apple Orchard Cook Book

All of the above are available from the Berkshire Traveller Press, Stockbridge, Massachusetts 01262

B&B Newsletters

The following monthly newsletter will immerse you in the mainstream of the bed and breakfast/country inn business in North America. It provides you with useful hints and operating ideas implemented successfully by other hosts, and information about the Professional Association of Innkeepers International (PAII) annual conference:

Innkeeping (The monthly Newsletter for owners and Operators of Bed & Breakfasts and Country Inns); Pat Hardy, editor; Joann Bell, publisher; write PAII, P. O. Box 90710, Santa Barbara, California 93190 or call (805) 569-1853 to inquire about Canadian subscription rates.

B&B Studies/Reports

The following study was undertaken by the Professional Association of Innkeepers International in 1990. It contains a wide range of statistical information about the B&B/Country Inn industry in the United States:

1990 Bed & Breakfast/Country Inn Study; available from PAII, P.O. Box 90710, Santa Barbara, California 93190 or call (805) 569-1853.

National Library of Canada
Bibliothèque nationale du Canada



3 3286 50429 6852

Alberta
ECONOMIC DEVELOPMENT
AND TOURISM